Rep Order# 9796737 EC'd No

Ver# 1

Status New

Traffic Order#

Printed: Last Received:

08/17/2012 11:16 AM 08/17/2012 9:46 AM

1 of 3

Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH

) POLITICAL ISSUE GROU Advertiser

Product **RNC** Estimate# 3037

Tracey Robinson

Buyer Phone# Fax#

) NATIONAL MEDIA RESEARCH PLANNING Rep Firm Agency 815 SLATERS LANE

ALEXANDRIA, VA 22314 Agency C/P1/P2/E 20/445/3037

Flight Dates 08/18/2012 - 08/24/2012

Hiatus Weeks

Salesperson (

Sales Office () WASHINGTON

Salesperson Phone# Salesperson FAX#

202-955-5342 202-955-5348

) ALEXANDRA BRADLEY

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
 Rating	1: 3.8	М	630A-7A	GD MRN CINN@6	81	:30	s1,000.00	08/20-08/20	1	1	1	\$1,000.00	
Rating	2: 3.8	TH	630A-7A	GD MRN CINN@6	P1	:30	\$1,000.00	08/23-08/23	1	1	1	\$1,000.00	
Rating	3	SA	7A-730A	LOCAL12NW-SA 7	P1	:30	s550.00	08/18-08/18	1	1	1	\$550.00	
Rating	4: 3.2	SA	730A-8A	LOCAL12NW-SA 7	P1	:30	s550.00	08/18-08/18	1	1	1	\$550.00	
Rating	5 ; 5.8	TU	5P-530P	LOCAL12 NEWS-5	P1	:30	s1,600.00	08/21-08/21	1	1	1	\$1,600.00	
Rating	6 : 6.2	М	6P-630P	LOCAL12 NEWS-6	P2	:30	s1,800.00	08/20-08/20	1	1	1	\$1,800.00	
Ratino	7 : 6.2	W	6P-630P	LOCAL12 NEWS-6	PZ	:30	\$1,800.00	08/22-08/22	1	1	1	\$1,800.00	
Rating	8 1: 6.2	F	6P-630P	LOCAL12 NEWS-6	PЭ	:30	\$1,800.00	08/24-08/24	1	1	1	\$1,800.00	

Rep Order# EC'd No	9796737	Ver#	1 Status New	Traffic Ord	er#	Show		08/17/2012 11: 08/17/2012 9:46 nes			2 of 3	
Station WKRC-TV CINCINNATI, OH Advertiser () POLITICAL ISSUE GROU Product RNC Estimate# 3037				Agency () NATIONAL MEDIA 815 SLATERS LANE ALEXANDRIA, VA 22314 Agency C/P1/P2/E 20/445/3037			SEARCH PLANNING	Sales Office ()) WASHINGTON) ALEXANDRA BRADLEY		
Buyer Tracey Robinson Phone# Fax#			Flight Dates 08/18/2012 - 08/2 Hiatus Weeks			2	Salesperson Phone# Salesperson FAX#		202-955-5342 202-955-5348			
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
9 Rating: 8.	M 3	11P-1135P	LOCAL12 NWS-11	P2	:30	s1,900.00	08/20-08/20	1	1	1	\$1,900.00	
10 Rating: 8.	TU 3	11P-1135P	LOCAL12 NWS-11	Pa	:30	s1,900.00	08/21-08/21	1	1	1	\$1,900.00	
11 Rating: 8.	₩ 3	11P-1135P	LOCAL12 NWS-11	Pa	:30	s1,900.00	08/22-08/22	1	1	1	\$1,900.00	
12 Rating: 8.	TH	11P-1135P	LOCAL12 NWS-11	P2	:30	s1,900.00	08/23-08/23	1	1	1	\$1,900.00	
13 Rating: 8.3	F	11P-1135P	LOCAL12 NWS-11	Pa	:30	s1,900.00	08/24-08/24	1	1	1	\$1,900.00	
14 Rating: 2.0	W	1135P- 1235A	D LETTRMAN	P2	:30	s750.00	08/22-08/22	1	1	1	\$750.00	
15	F	1135P- 1235A	D LETTRMAN	Pa	:30	s750.00	08/24-08/24	1	1	1	\$750.00	
Rating: 2.4	SU	1135P- 1205A	SPORTS AUTHRTY	P2	:30	\$650.00	08/19-08/19	1	1	1	\$650.00	

---REPORT TOTALS---

Report Totals: 16 / \$21,750.00

 Rep Order#
 9796737
 Ver#
 1
 Status
 New
 Traffic Order#
 Printed:
 08/17/2012 11:16 AM
 3 of
 3

 EC'd
 No
 Last Received:
 08/17/2012 9:46 AM
 Showing Buylines: All Lines

) NATIONAL MEDIA RESEARCH PLANNING Rep Firm Station WKRC-TV CINCINNATI, OH Agency () POLITICAL ISSUE GROU 815 SLATERS LANE Sales Office () WASHINGTON Advertiser (Product RNC ALEXANDRIA, VA 22314 Salesperson () ALEXANDRA BRADLEY Agency C/P1/P2/E Estimate# 3037 20/445/3037 Flight Dates 08/18/2012 - 08/24/2012 Salesperson Phone# Tracey Robinson 202-955-5342 Buyer Phone# **Hiatus Weeks** Salesperson FAX# 202-955-5348 Fax# 16 / \$21,750.00 Aug 12: Sales Totals: 16 / \$21,750.00 Station Totals: 16 / \$21,750.00 Lines not sent/rcld/rtrn: 0 / \$0.00

EKRC

WLWT

2%

36%

0%

78

UNKN

WSTR

0%

8 등

WBQC

WXIX

WCPO

24%

0%

23%

CABL

WKRC

PRESEASON NFL AND AGT ON WLWT

---COMPETITIVE---

---COMPETITIVE COMMENTS---

Market Totals

\$94,565

Books null Demos RA35+

Spot Manager: All, 08/18/12-08/24/12



Order Product Description Estimate # Priority Spot# AE Inv. Code (Booked) Time Period Weekday Air Time Length Rate Ad-ID Date Advertiser: Republican National Committee Agency: National Media Team Station: WKRC-TV Order: 50327 Line: 1 3037 P-1 1 MWAS \$1,000.00 6a Good Morn Cincinnati (6:30:00 AM-7:00:00 AM RNC 08/20/12 Monday 6:50:22 AM \$1,000.00 Line: 2 3037 P-1 1 MWAS 6a Good Morn Cincinnati (6:30:00 AM-7:00:00 AM RNC Thursday 6:22:03 AM \$1,000.00 08/23/12 1 2000 Sept. 1880 Sept. 1880 \$1,000.00 Line: 3 P-1 3037 1 MWAS 6a-8a Local 12 News Sat (7:00:00 AM-7:30:00 AM RNC \$550.00 08/18/12 Saturday 7:14:26 AM :30 1 \$550.00 Line: 4 3037 P-1 1 MWAS 6a-8a Local 12 News Sat (7:30:00 AM-8:00:00 AMRNC :30 \$550.00 08/18/12 Saturday 7:50:33 AM 1 \$550.00 Line: 5 P-1 1 MWAS 5p Local 12 News at Five (5:00:00 PM-5:30:00 PMRNC 3037 \$1,600.00 08/21/12 Tuesday 5:04:33 PM :30 . 1 \$1,600.00 Line: 6 P-3 1 MWAS \$1,800.00 6p Local 12 News at Six 6:00 PM-6:30 PM **RNC** 3037 Monday 6:05:49 PM :30 08/20/12 1 \$1,800.00 Line: 7 3037 P-2 1 MWAS RNC 6p Local 12 News at Six 6:00 PM-6:30 PM 08/22/12 Wednesday 6:12:23 PM :30 \$1,800.00 \$1,800.00 Line: 8 P-2 1 MWAS 6p Local 12 News at Six 6:00 PM-6:30 PM **RNC** 3037 08/24/12 Friday 6:11:53 PM \$1,800.00 1 \$1,800.00 Line: 9 3037 P-2 1 MWAS **RNC** \$1,900.00 11p M-F Local 12 News 1 11:00 PM-11:35 PM 08/20/12 Monday 1:19:09 PM :30 1 - 34 \$1,900.00 Line: 10 **RNC** 3037 P-2 1 MWAS 11p M-Su Local 12 News 11:00 PM-11:35 PM Tuesday 1:34:00 PM :30 \$1,900.00 08/21/12 1 \$1,900.00 Line: 11 P-2 3037 1 MWAS **RNC** :30 \$1,900.00 11p M-F Local 12 News 1 11:00 PM-11:35 PM 08/22/12 Wednesday 1:20:19 PM \$1,900.00 Line: 12 **RNC** 3037 P-2 1 MWAS 11p M-F Local 12 News 1 11:00 PM-11:35 PM 08/23/12 Thursday 1:26:26 PM \$1,900.00 :30 1 医加里尔氏性 医多种 \$1,900.00 Line: 13 P-2 1 MWAS **RNC** 3037 \$1,900.00 11p M-F Local 12 News 1 11:00 PM-11:35 PM 08/24/12 Friday 1:27:46 PM [Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/18/12-08/24/12



opot managor		10,12		.,						NEWPORT
Date	Weekday A	ir Time Leng	th	Rate Ad-II	Inv. Code (Booked)	Time Period	Order Produc	t Descriptior Estimate #	Priority	Spot# AE
Advertiser: Republican Natio	onal Committee)								
Agency: National Media	Team									
Station: WKRC-TV										
Order: 50327										
Line: 13		Parameter and the second secon								×
		14/92/05	gard 🗆	\$1,900.00						1
Line: 14 08/22/12	2 Wednesday 2:2	25:30 XM	:30	\$750.00	Letterman	11:35 PM-12:35 XM	RNC	3037	P-2	1 MWAS
		各种域外。		\$750.00			Janes V. Pred			1
Line: 15										
08/24/12	Priday 1:4	46:45 PM	:30	\$750.00	Letterman	11:35 PM-12:35 XM	RNC	3037	P-2	1 MWAS
				\$750.00			4. 计设备设施。			1
Line: 16 08/19/12	Sunday 1:	56:31 PM	:30	\$650.00	Sun 1135p-1205a	11:35 PM-12:05 XM	RNC	3037	P-2	1 MWAS
			10778	\$650.00	Francisco Coleman Park			COASTRUMENT AND A	0.00	1
				\$21,750.00	医马克里斯里斯斯里克	Market Landson			5.23	16
				\$21,750.00						16
	0.0624540	- 77 garaga	Out 0.00 contraction of the con-	\$21,750.00	New Market Commence		arte e Set			16
TO A PROPERTY OF THE PARTY OF T			SANGET STATE OF TAXABLE SANGES	\$21,750.00	A-PERSONAL PROPERTY OF THE PARTY OF THE PART					16
				\$21,750.00						16

[Filtered by:] [Sorted by: Station]